

New York May 19 1857

Professor Gray

Dear Sir: Your favors of 5<sup>th</sup> & 15<sup>th</sup> are at hand, — the latter containing the interesting & very wise letter of Prof. Parsons. We accept cordially, our share of the advice, and will do what we can to verify what the learned Judge avers respecting the influence of publishers. His opinion of the work will be very valuable; we hope to have a circular by another season that will do something towards making known the merits of the work.

We are very glad you consent to undertake the juvenile Botany. Your suggestion as to size of page, viz.  $4\frac{1}{2} \times 6$ , suits us precisely: as also your ideas of illustration. Some new cuts, but not expensive, sh<sup>d</sup> be given. As to size, we sh<sup>d</sup> say, speaking solely in reference to profits & business, that it sh<sup>d</sup> certainly not exceed 300 pp. — nor 250 if possible. Comparatively with the prices of the others, it w<sup>d</sup> be a great benefit if the book c<sup>d</sup> be brought so as to retail for 50¢. Something near this, it seems to us, sh<sup>d</sup> be aimed at, if compatible with your objects &c.; & not to exceed  $\frac{2}{3}$ <sup>s</sup> of the price of the Lessons — Of course, this is merely a commercial view, which must be made subordinate to literary & scientific claims: but if possible, it w<sup>d</sup> be much to the benefit of the book..... The idea of English nomenclature is very happy, & will be a feature... As to copyright, we suggested 10 per cent. on wholesale price, because that is the basis of our arrangement with Putnam: and as we do no retail business, & <sup>as retail</sup> prices fluctuate with every different locality, it is no percentage on such a shifting base c<sup>d</sup> be made. Besides, we make our arrangements for a very large sale, & resort to very expensive means to obtain it — thinking that the diminished profits on each book will be more than made up by the increased sale. That is the principle on which we proceed, & we sh<sup>d</sup> like our Authors to take the same view of the subject — ~~As~~ The heavier the

Some of the French have a larger copyright; & some of the other books are published for definite sums for am. so that it is difficult to get the per centage. But the principle in England & America

copyright, the less can be expended in obtaining circulation, & the less will be sold. We have no doubt that in the long run, an Author will net more profits by giving his publisher free copy, & a light burden, than by receiving a large proportional sum on each individual copy. And ~~the~~ circulation we would give such a book w<sup>d</sup> more than equal <sup>in</sup> the proportion that which was ordinarily attained by publishers when the old plan of 10 per cent. on the retail price was in vogue. All our large selling books we publish on these terms - as Readers, Arithmetics, Chemistry, Geology, Nat. Philosophy, Poetical works, Histories &c. Our projected Classical Series is to be published on these terms. Still if you sh<sup>d</sup> prefer it, we might hit upon some definite sum per annum, as in case of Putnam; and we should be obliged to you if you w<sup>d</sup> state what sum (if you sh<sup>d</sup> prefer this plan) w<sup>d</sup> be regarded as a fair remuneration. We shall ~~be glad~~ <sup>hope</sup> to make the terms entirely satisfactory, on whatever basis, & trust that one or the other of the above will be so.

Mr Putnam is entirely cordial in the arrangement by which we take the sole publication of this.

We have been applied to by Mr Smith, Ed. Horticulturist, Philad. for leave to print the 23<sup>d</sup> Sep<sup>r</sup>, (or some other one) or to furnish him cuts or casts. It seems to us a very good way of advertising; if you approve it, will you send cuts of this Sep<sup>r</sup>, or get them electrotyped at our expense? & send to us. Please inform us. The editor of "Life Illustrated" in this city (having about 20,000 circ) also w<sup>d</sup> like a page of his paper, more or less, filled with an article on Botany, &c. illustrated with the cuts; we sh<sup>d</sup> like to see it done. Would you approve?

Very Respectfully  
Yours &c  
J. & Phineas